

increasing the complexity of management activities [2]. After analyzing it, the possibility to form a divisional organizational structure with the allocation of individual strategic business units has been suggested at Specialized communal enterprise "Kharkivzelenbud".

In the article, the strategic analysis of the level development of internal resources of enterprise has been conducted on the basis of relevant groups of economic coefficients (potentials) such as technical and technological resources, human resources, financial condition and financial steadiness.

Consequently, at the Specialized communal enterprise "Kharkivzelenbud" a tendency to increase efficiency of strategic potential has been identified. Nevertheless, there is an immediate action to make adjustments to the method of calculating the strategic potential, it is also necessary to consider environmental and economic indicators of development.

Strategic Management at the Specialized communal enterprise "Kharkivzelenbud" should ensure the sustainable development of the territory of the city of Kharkiv.

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MODERN PROBLEMS OF PROVIDING CORPORATIVE ACTIVITIES OF SECURITY SERVICE AGENCIES OF BUSINESS ENTITIES AND WAYS FOR THEIR SOLUTION

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Specific characteristics of business entities' activities in modern globalized economy as well as an increase of competition intensiveness demand from national enterprises prompt actions as for protection of their economic interests.

The system of corporate economic security of business entities should be one of the main elements of strategic enterprise management.

Taking into consideration the abovementioned factor, attention should be paid by the enterprise management to the information-analytical, innovative and strategic provision of the appropriate level of their economic security.

Carrying out a balanced and justified policy in the area of corporate economic security of the enterprise is an extremely urgent task at the present stage of the Ukrainian economy functioning.

The aim of the paper is to study the problems of modern corporate provision of business entities' security service agencies and development of the ways to solve them.

The main problems of corporate provision of the activities of business entities' security service agencies are:

- losses from criminal competition, expenditures for provision of business security and strengthening of its image, low incomes as the result of imperfect legislation in the sphere of economic security, corruption, lack of employees' motivation, political and economic crisis in the country;

- low moral and psychological environment in the work collective, a low level of solidarity, absence of feeling of safety of the collective members as well as confidence in the future due to the lack of the analysis of the changes in the social environment of the enterprises and lack of understanding of the social environment action on personnel management;

- low level of organization and work discipline of the employees due to the lack of efficiency of the management impact on the employees, underestimation of the possibilities of management;

- lack of the awareness of the enterprise personnel in the issues of business security from competition with criminal business; difficulties in gathering information; lack of the information basis for providing economic and business information security due to the lack of funding, lack of the analysis of changes in the sphere of business security, lack of the methodological basis, outdated approaches to the issues of personnel awareness in the field of management;

- lack of regulated relations between the enterprise and an individual employee, between the enterprise and other organizations, i.e. business partners, between internal security bodies and law enforcement agencies; lack of regulation in the collaboration of security services of different companies; insufficient legal protection of business due to lack of the task to form business relationships of the enterprise and the employees as well as with other organizations and law enforcement agencies;

- imperfect legislation in the sphere of economic security.

In addition, the main problems of corporate management are:

- complexity of the corporate management structure;

- uncertainty of the environment in which business entities operate;

- problems of management of shareholders' incorporate rights [1].

The abovementioned problems can be solved by forming of a proper external environment for functioning of the enterprises having corporate form of ownership which includes overcoming barriers as for introduction of corporate management ; improving management with the result of a gradual transition to the principles of corporate management [2].

Corporate management is a relatively new phenomenon in the economic life of Ukraine. In order to be improved it requires a systematic monitoring of the practical activities of domestic corporations, developing methods for estimation the state of corporate management and measures of legal regulation and control by the state[3].

The following actions can be suggested to solve the problems under

consideration:

- to reduce losses from criminal competition and costs related to provision of the entrepreneurship security; to strengthen the company's image; to increase revenues;
- to improve moral and psychological environment at the workplace; to increase the collective solidarity; to develop a sense of security and confidence in the future with the employees; to develop corporate culture using professional advice of psychologists and sociologists; to use a personnel management system which takes into account the dependence of many factors and is focused on strategic management;
- to improve organization and work discipline by reducing the personnel number, re-training, job rotation, recruitment and training of the staff;
- to raise awareness of the employees on business security from criminal competition; to facilitate gathering of the information related to business security; to create a database in order to ensure economic and information security of business;
- to regulate relations between the company and individual employees, between the company and other organizations, i.e. business partners, between the internal security agency and law enforcement bodies, relations with security service agencies of other companies; to increase legal protection of bus

TAXATION CHANGES AIMED AT ECONOMIC DEVELOPMENT OF UKRAINE

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Taking into consideration the current macroeconomic situation, a need for development of a new approach to solve problems of economic growth of Ukraine is obvious. The approach should combine the actions of money and credit regulation and the policy of industry development involving all possible resources.

The straightforward procedure of making transformations essential for economic development is rather complicated. A combination of various economic and legal actions is foreseen. All the efforts of the state should be focused on arrangement of conditions for a priority development of the domestic market by local producers [2].

One of the top-priority goals of the market economy improvement in Ukraine is forming an effective taxation system providing development of the macroeconomic complex and regulating the economic relationships in a proper way. The effectiveness of the taxation system is defined by the level of purposefulness of solving a complex of tasks related to managing the economy as a system, industry development, and advance in living standard of the population.

The taxation system should successfully solve the tasks of fiscal distribution. Using an optimal distribution for the income of economic subjects and citizens, the